

Message Text

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SUBJECT: FOREIGN BUYER PROGRAM: SPECIALIZED BUYER

--- GROUPS TO U.S. TRADE MARTS

REFERENCE: TOKYO A-113, 6 MARCH '75, STATE 101573

1. OFFICIALS OF CHICAGO AND NEW YORK MERCHANDISE MARTS, AND DALLAS MARKET CENTER KEENLY INTERESTED IN PROPOSAL TO INCREASE FOREIGN BUYER GROUP VISITS TO THESE PERMANENT FACILITIES. ALL INDICATE THAT FACILITATIVE SERVICES FOR VISITORS CAN BE PROVIDED, INCLUDING REASONABLE LANGUAGE NEEDS, FINANCING, FREIGHT FORWARDING AND OTHER ASSISTANCE THAT MAY BE REQUIRED. DETAILS OF POLLING PERMANENT MART EXHIBITORS TO DETERMINE THEIR INTERNATIONAL BUSINESS INTERESTS NOW BEING WORKED OUT.

2. INDIVIDUAL APPOINTMENTS AND PERSONALIZED SERVICES FOR GROUP MEMBERS ARE POSSIBLE PROVIDING (A) AMPLE ADVANCE

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NOTICE OF VISIT IS FORWARDED USDOC WASHINGTON; (B)

BUSINESS INTERESTS OF MEMBERS ARE SPELLED OUT IN SUFFICIENT DETAIL; AND (C) MEMBERS OF GROUP ARE BONA FIDE BUYERS.

3. ALL MARTS HOLD SEVERAL SPECIAL TRADE EVENTS EACH YEAR WHICH FEATURE HOME FURNISHINGS, CLOTHING, HOME AND CONTRACT

FURNITURE, AND OTHERS. GROUPS INTERESTED IN THOSE CONSUMER ITEMS FEATURED IN SPECIAL EVENTS COULD VISIT MARTS AT THESE TIMES BUT SHOULD BE AWARE THAT BEST BUSINESS ATMOSPHERE FOR INTERNATIONAL NEGOTIATIONS IS DURING CALMER PERIODS BETWEEN SHOWS. LIST OF SPECIAL TRADE EVENTS FOR EACH MART WILL BE PROVIDED SOONEST.

4. ON MATTER OF FINANCING, RELIABLE BANKING SOURCES FEEL PROBLEM NOT AS TROUBLESOME AS OUTLINED IN REF A. JAPANESE BANKING INSTITUTIONS ENJOY EXCELLENT REPUTATION INTERNATIONALLY AND DEFERRED LETTERS OF CREDIT (UP TO 120 DAYS) AT REASONABLE TERMS READILY ACCEPTED BY U.S. BANKS. MAJOR BANKS OF CHICAGO, DALLAS AND NEW YORK HAVE REPRESENTATIVE OFFICES IN TOKYO FOR DIRECT SERVICE RELATIONS WITH JAPANESE COMPANIES.

5. USDOC MUCH ENCOURAGED BY ENTHUSIASTIC INTEREST OF MART MANAGERMENTS TO THIS PROMISING ADDED DIMENSION TO FOREIGN BUYER PROGRAM. THIS TECHNIQUE SHOULD FIND SIMILAR APPLICATION IN STIMULATING VISITS BY CONSUMER GOODS BUYER GROUPS FROM ALL DEVELOPED COUNTRIES. EMB AGAIN COMMENDED FOR ITS INITIATIVE. SISCO

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